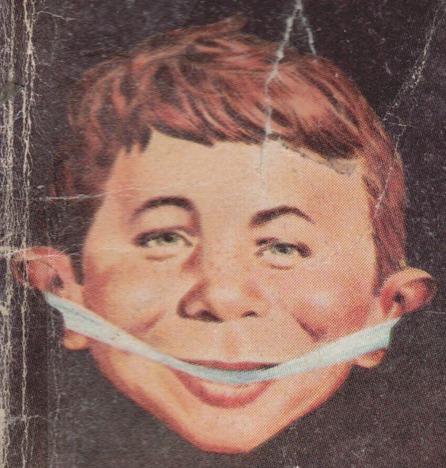
We run down **MARATHON MAN**

...walk all over **OBSESSION**

...blacken **THE JEFFERSONS**

...kid **PARENTAL HANG-UPS**

...and ignore **CB RADIOS** again!



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No. 191
June '77
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NUMBER 191 JUNE 1977

MAD

"Out of the mouths of babies oft come gems... not to mention germs...and undigested food!"
—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*
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JACK ALBERT *lawsuits*
GLORIA ORLANDO, CELIA MORELLI, JANET SERPICO, DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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VITAL FEATURES

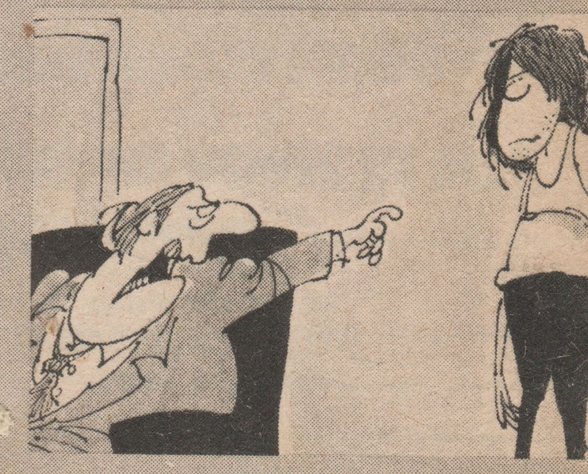
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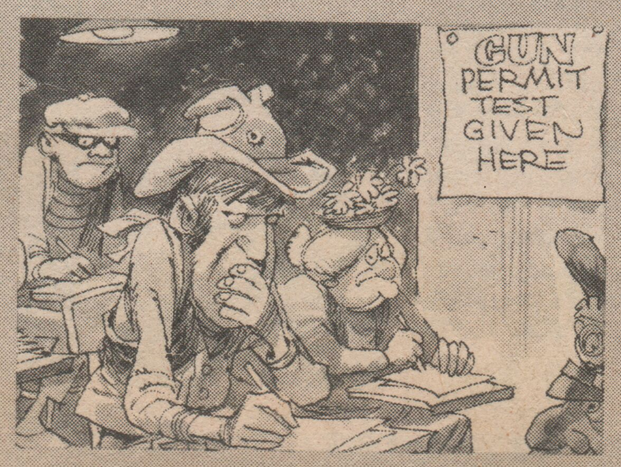




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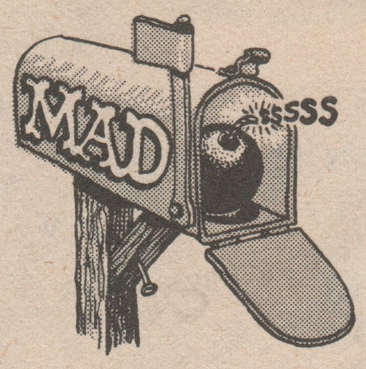
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WE'D LIKE TO SEE THE DAY WHEN... Pg. 40

LETTERS DEPT.



CB OR NOT CB?

Your cover on #189 is excellent. Not so much for Kotter and his bunch as for ignoring CB radios. Don't do a satire on them; it will come out serious!

Scott H. Gee
Rhinelander, Wi.

I looked for fifteen minutes before I realized you really *did* ignore CB radios.

Terrance W. Cook
Ft. Campbell, Ky.

"MAD Ignores CB Radios" was out of sight!

Scott Sadler
Santa Ana, Calif.

A MAGAZINE COVER WE'D LIKE TO SEE

You finks! I almost had to pay an extra ten cents for MAD because I had the back cover showing, to look respectable, at the check-out counter I caught the girl just in time...I hope.

Vicky Curtis
Chicago, Ill.

I sure fooled my parents! They were becoming alarmed about my reading habits. When I came home they asked me what magazine I had bought, I showed them the reverse side. They said, "That's more like it." Now everybody's happy. You guys showed class in that issue. Thanks!

Richard W. Doherty
Lynn, Mass.

I really liked "A Magazine Cover We'd Like To See", on the back of the March '77 issue. With a cover-up like that, I wasn't ashamed to read MAD on the bus. One problem, though, the other passengers wondered why I was reading something upside down.

D. Dupras
Montreal, Quebec,
Canada

ONE YEAR GUARANTEE

Yep, we guarantee that one year from now, we will still be selling these full-color portraits of MAD's "What—Me Worry?" kid, Alfred E. Neuman, suitable for framing or wrapping fish. So this fine-print item really doesn't warrant tease ads like this one! Send 35¢ for 1, 75¢ for 3, $1.55 for 9, $3.15 for 27 or $6.35 for 81 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022



THE OMENOUS

My Grandpa Eblis sat through "The Omen" five times and really ate up your MAD version. Grandpa has been into Devil-Worship for years, contending that the powers of evil are as mighty as the powers of good and must therefore be conciliated. Incidentally, the "Omen II" movie is *now* in production. Damien stalks again! A chance for North and De Bartolo to continue their torrid pace?

M.G. Teufel
Hot Springs, Ark.

I don't know what "possessed" me to read "The Omenous" by De Bartolo and North. Now I have to see a psychiatrist and an exorcist twice a week!

Jayson Densman
Irving, Texas

De Bartolo gave us something devilishly new in MAD entertainment: "Suspense Satire"!

Kevin Mielke
Anoka, Minn.

I didn't have to read "The Omenous." My dog, Cerberus, ate the magazine as soon as I brought it home. But seriously, De Bartolo and North are really diabolical. Great job!

Eric Allen
Burlington, Vt.

Your "The Omenous" scared me as much as the movie. That's saying a lot because the theatre audience was cheering for Damien!

Diane Russo
Wayne, N.J.

A sizzling hell-raiser!

Mark Watts
Mississauga, Ont.,
Canada

"WELCOME BACK, KLODDER"

Glad you honored "Mrs. Klodder's Tuna Casserole"! In our rugged society, it should be the *new* American Simile..."as American as..."!

Jim Randleman
Elverta, Calif.

I don't like the idea of the "Sweatslobs" graduating. I did see one graduate, my brother. He went through twelve years of school and graduated from the eighth grade.

Danny Mills
Elsmere, Del.

Angelo Torres did some nice groupings of those "Klodder" characters. Give him and Silverstone the coveted "Charlie The Tuna Award"!

Jock Elias
Fort Langley,
B.C., Canada

I would have given your "Welcome Back, Klodder" cover an A+ except for the poor spelling. That should be "T-E-E-C-H-U-R-*E*"!

Darryl Davis
Webster, Mass.

President Carter is wise to all that Capitol Hill evil. He'll never let Demon darken the White House.

Colleen Simon
New London, Conn.



The Devil with Carter?

I was reading the "chilling" ending to "The Omenous" when President Carter's Inauguration came on TV. I looked for Demon, but he wasn't there. Hopefully, the President's exhortation for "a new beginning...and a new spirit" *will* prevail in our land. Surely, only then can we tell Demon to go to the devil!

Grant Henry
Edina, Minn.

AMERICAN JOKES THEY'RE TELLING IN POLAND

We would like to thank you very much for your "American Jokes They're Telling In Poland" article. We are full-blooded Polack...er...Polish persons and we're sick of those Polish Jokes. Time for a change!

Andy & Casey Brozozowiec
West Seneca, N.Y.

I just want to tell you a good "American Joke" we always use in Pole Land:

Q: Pinski bar quiersko jabnisk stagun?

A: Raül skitiski quen robton.

Ha! Ha! Wasn't that funny?

Bob Boerniski
Polish Harlem, N.Y.

I'd tell you *lots* of "American Jokes" they told in Poland, but you had to be there!

Casimir Fryczynski
Detroit, Mich.

A MAD LOOK AT WINTER

In Aragonés's "A MAD Look At Winter," Sergio had his lines down cold!

Karen Carbone
Whitman, Mass.

THE LITERARY YELLOW PAGES

Congratulations to writer Frank Jacobs on his "The Literary Yellow Pages." Glutton that I am for punishment, I have been reading MAD for a lot of years, but I can't remember an article I enjoyed quite as much. You had better watch your image, MAD, or else risk the threat of being labelled as an intellectual's mag. God forbid! What a coincidence, the high-hat highbrow on the back of that issue.

Mary McClavey
Weston, Ont.
Canada

You forgot a section in the "Literary Yellow Pages"... MADmen's Yellow Yellow Pages!

▶ Stylized Art

COKER, PAUL
Specializing In Fat Faces and Tiny Eyes
2 Dot Place.....BUlbnose 3-4914

MARTIN, DON
Want Crazy Figures and Movements To Match? Anatomical Peculiarities Purveyor Extraordinary! If The Pay-Off Panel Doesn't Get You, The Sound Effects Will!
45 Fonebone Lane..KAtoonga 8-5941

PROHIAS, ANTONIO
Esta vez el espia negro gana!
Black & White
Crossing ..... INtelligence 6-9372

Jonathan J. Cohen
Netwton, Mass.

▶ Publications, Almost

NEUMAN, ALFRED E.
If You Got The Cash, We Got The Trash!
9 Garbage Grove....YEcch 7-4262

T. Brown
Langhorne, Pa.

Your "Literary Yellow Pages" helped me a lot. I had been looking for a place to get rid of my old MAD issues. The Junkyard Tinman bought them for a nickel each.

Casey King
Mayberry, W.V.

ONE MORNING IN A COURTROOM

Don Martin's "One Morning In A Courtroom" is a ballistics expert's nightmare!

Greg Landis
Kokomo, Ind.

Martin should get 10 to 20 for that crime. Mainly, 10 to 20 laughs.

Jeffrey Johnson
Doraville, Ga.

I've heard of "hung juries", but...!

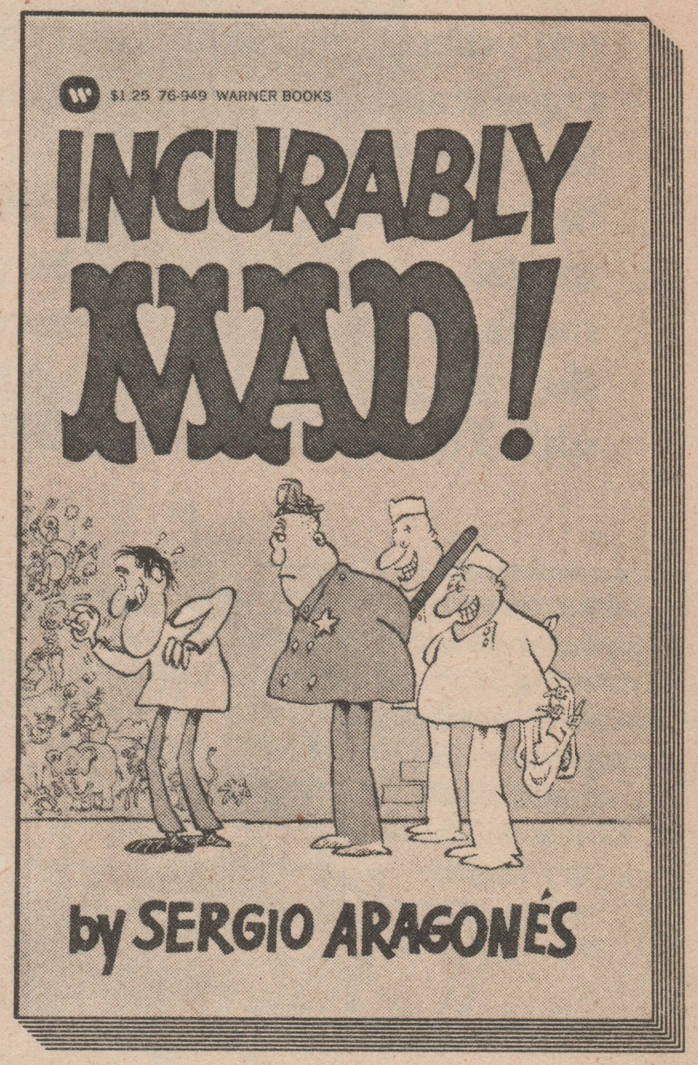
Mike Spring
Nyack, N.Y.

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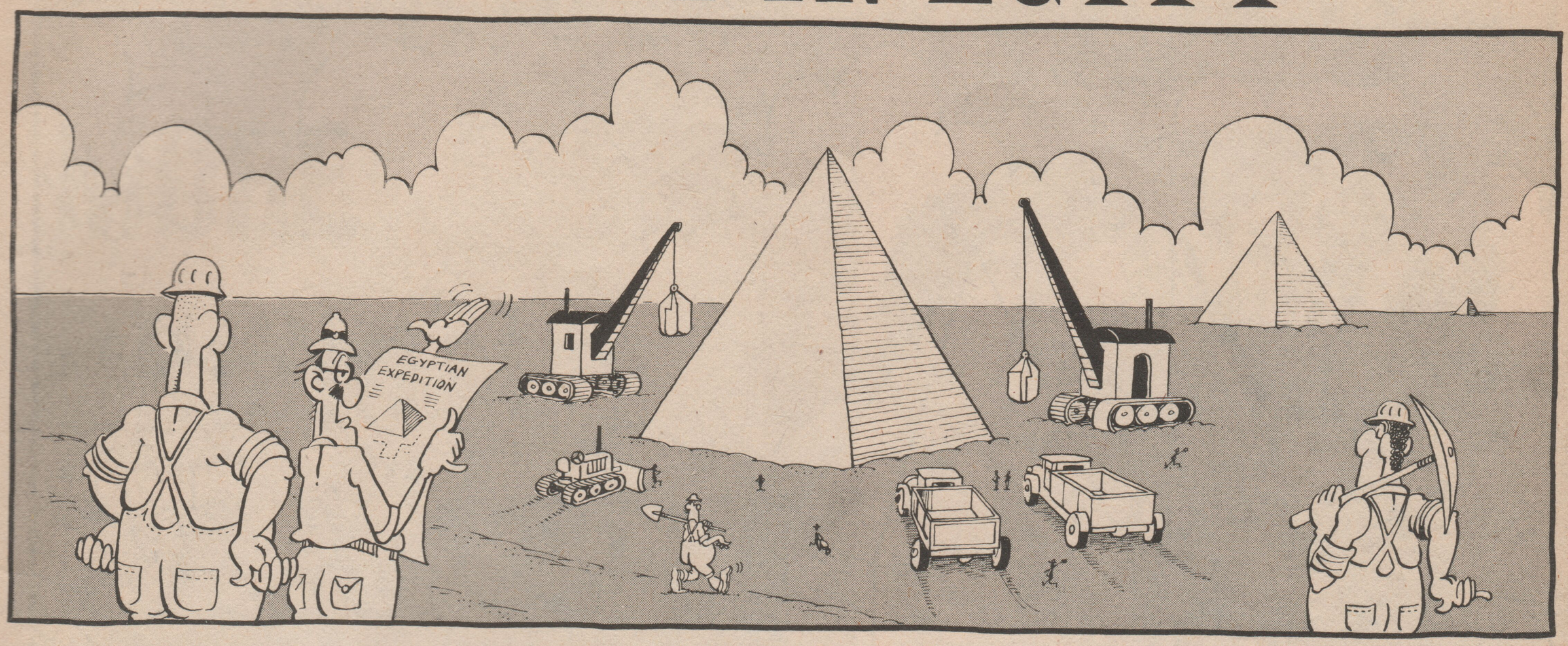
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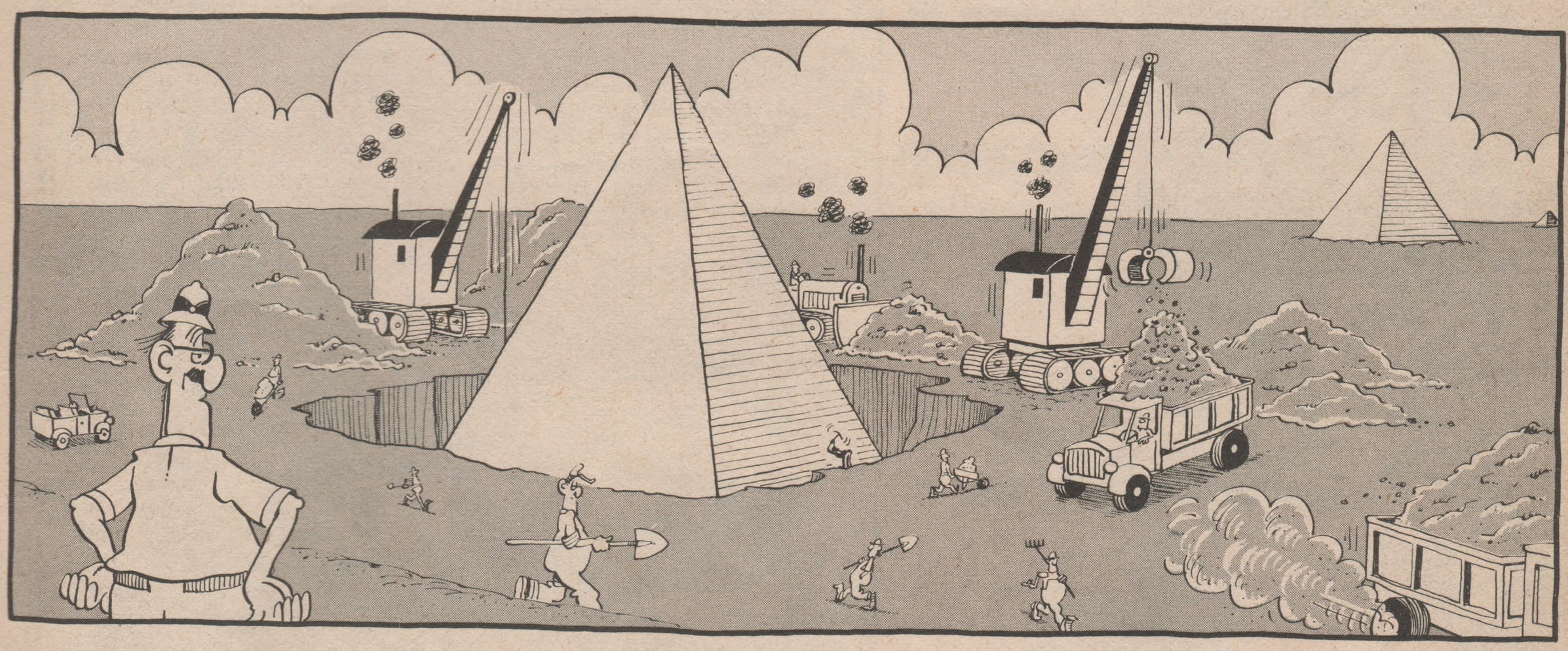
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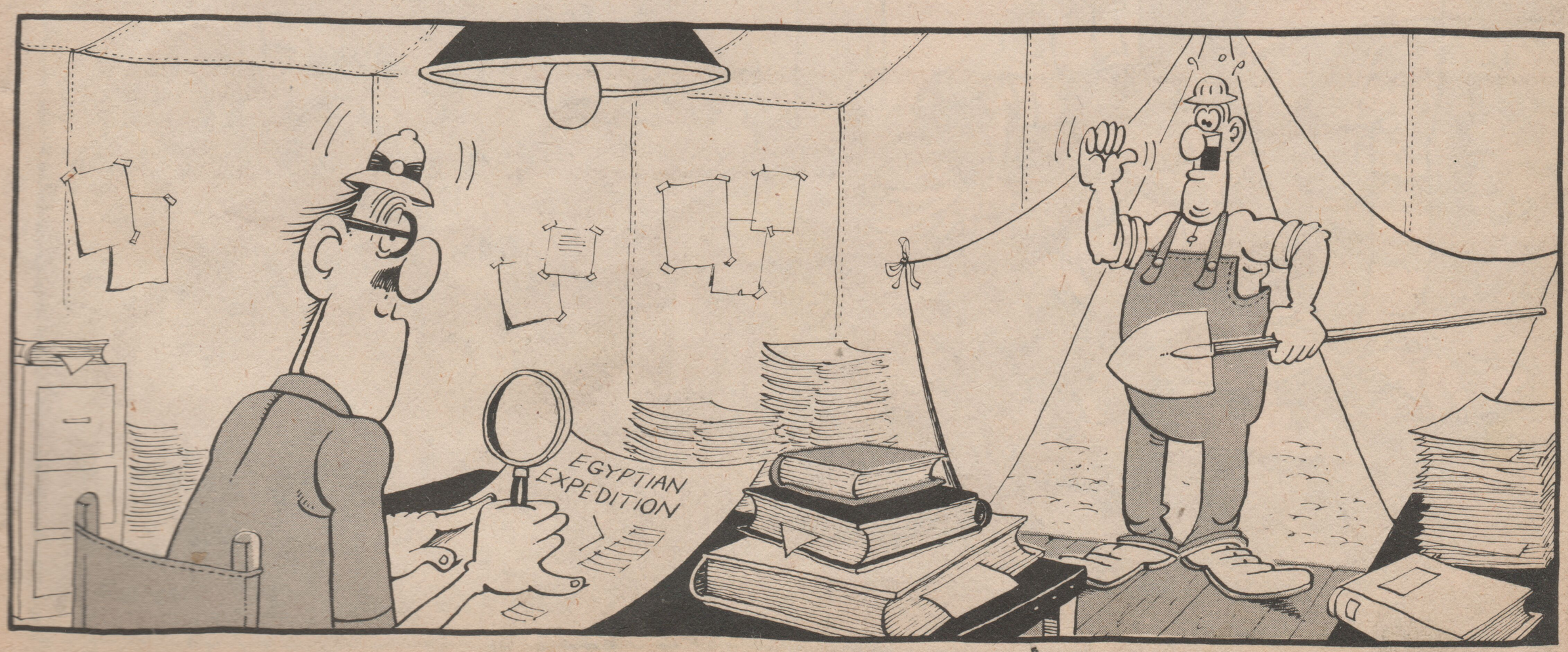
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DON MARTIN DEPT. PART I

ONE DAY IN EGYPT








D.MARTIN...

See you later! I'm taking my daily walk down to the **Health Food Store** for my **nutritional needs!**

And **what** kind of **JUNK** are you buying **today?!?**

Wheat germ! Brewer's yeast! Ginseng roots! Herb tea! Blackstrap molasses and granola! And it's **NOT JUNK!!** What **YOU** eat is **junk!**

Oh, yeah? I'd rather eat **JUNK FOOD** than **CRACKPOT FOOD!!**

Do what you **want!!** Just remember that **my health foods** have kept me **free** of **colds** and **illnesses** for the **past six years!**

It **wasn't** the **HEALTH FOODS** that did it!!

It was the **DAILY FIVE MILE WALK** to the **Health Food Store!!**

BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF... HEALT

You come into the **Sauna Bath** with me and I **GUARANTEE** you'll feel good!

Well, **okay!** I'll **try it** just this **once!**

Jacuzzi

SAUNA

spa

spa

Spa

Oh, my God! It's a **hundred and sixty degrees** in this hot box! I'm **sweating** like a **pig!** If I was stranded in the **desert** in this heat, I would **expire!!** Le'me **out** of this crazy place!

WHEW! Does it **feel GOOD** to get out of that **OVEN!!**

SAUNA

Spa

SEE . . . ?!? I **TOLD** you it would make you **FEEL GOOD!**

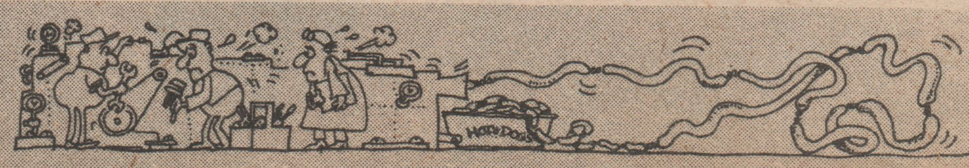
ART GALLERY



NUTS

ARTIST & WRITER:
DAVE BERG





Hey! Look who just joined our **jogging group!** Leon Lobel!

No kidding! Welcome to our **club!**

Hey, Leon, baby! You're jogging like an **old pro!**

YOGA

ME . . . a **JOGGER?!** You think I'm **crazy?!?** Like **you nuts?!** The Doctor told me I gotta **slow down** and take it **easy!**

So **why** are you **running??**

I'm **LATE** for my **NAP!!**

Well, Mr. Gleek, I've gone over all of your tests . . . and they show that you're **terribly undernourished!** Have you been on some sort of **"fad diet"** lately . . . ??

Yes, Doctor! I **have!**

Oh? Who's been **advising** you?

"Fatties Anonymous"!

Really?! And what **OTHER** kind of **stupid advice** have they been giving you?!?

They told me to come see **YOU!**

You're a **very attractive woman** . . . and I would love to **kiss** you! But **kissing** is **extremely unsanitary!**

Don't tell me you're one of those **"GERM FREAKS"?!**

The human mouth is **a seething cauldron** of **disease-carrying bacteria!** Much as I'd **like** to, it would be **very unhealthy** for me to try to kiss you!

It **sure would!!** But not for **YOUR dumb reasons!**

That's my **HUSBAND** standing behind you!

Oh, my **poor darling!** There's a **draft** in this room! I'd better **shut the window . . .**

After all . . . I wouldn't want anything to **happen** to you! You're so **sweet** . . . so **very dear** to me!

Gee, I sure appreciate your **concern!** You probably saved me from a **cold** . . . or a bout with the **flu!** Thank you!

Don't thank me! I was **talking** to the **PLANT!!**

Man . . . there's **nothing** like **waking up early** and getting a **good morning workout!**

Twenty-five **deep-knee-bends** . . . twenty-five **push-ups . . .**

. . . twenty-five **chin-ups** . . . and I'm **all set . . .**

. . . to go back to bed!!

Come with me to the **Health Food Store!** I need **eggs, fruits** and **vegetables!**

The **Health Food Store?!?** That's **way across town!** What's wrong with the **Supermarket's** eggs, fruits and vegetables?!?

The **eggs** are **not fertile,** and the **fruits** and **vegetables** are **not grown organically!**

Boy, you really are **into** this "natural food" stuff!

You bet! Today's foods are **processed,** and **chemically treated** with **additives,** and **robbed** of their **nutrition!** Eating **natural foods** is the **only** way to **STAY HEALTHY!**

Yeah! **I see . . . !**

HEALTH FOOD

Vitamins
CAROB
GRITS
BULGAR
HERB TEA
SOY FLOUR
POLLEN NUGGETS
BROWN RICE
COLD PRESSED OILS

CLOSED DUE TO ILLNESS

Shhhh! My daughter Nancy is meditating!

What does **THAT** mean?

DO NOT DISTURB

Let's tip-toe into the next room, and I'll tell you . . .

She's into **Transcendental Meditation!** It's supposed to. relieve tension, lower blood pressure and solve many **other** health and mental problems!

Does it **work?**

For **HER!** It's turned her into a calm, mellow person!

BUT IT'S MAKING A BLITHERING NERVOUS WRECK OF ME!!

Finster Junior High School!

I'm calling in reference to one of your students, **Marcy Kaputnik!**

The **Doctor** has **recommended** that Marcy be **excused** from **Gym Class** because the **exertion** is **bad** for her **health!** And **besides,** the other kids **laugh** at her whenever she does anything **klutzy!**

I see! And may I ask to whom I am **speaking . . . ?**

This is **my Mother!**

I **cannot believe** that you are actually more than **ONE HUNDRED YEARS OLD!**

I just can't **figure** it! You **break** all the **rules!** You **smoke** like a **chimney!** You **drink hard liquor!** You **eat** all the **wrong foods!**

Today, we know that **smoking** gives you **cancer,** and that **drinking hard liquor** gives you **cirrhosis** of the **liver,** and that **eating junk foods** is like **eating poison!** So— **how** in heck did you **DO** it?

Maybe because I was **born before they discovered** all those things were **so bad!?!**

David Berg

HOME GROAN DEPT.

In addition to being stronger and wealthier than their children, parents have another big advantage in moments of conflict between generations. They have shelves of Child Psychology books to explain why their kids behave



THE MAD PARENTAL

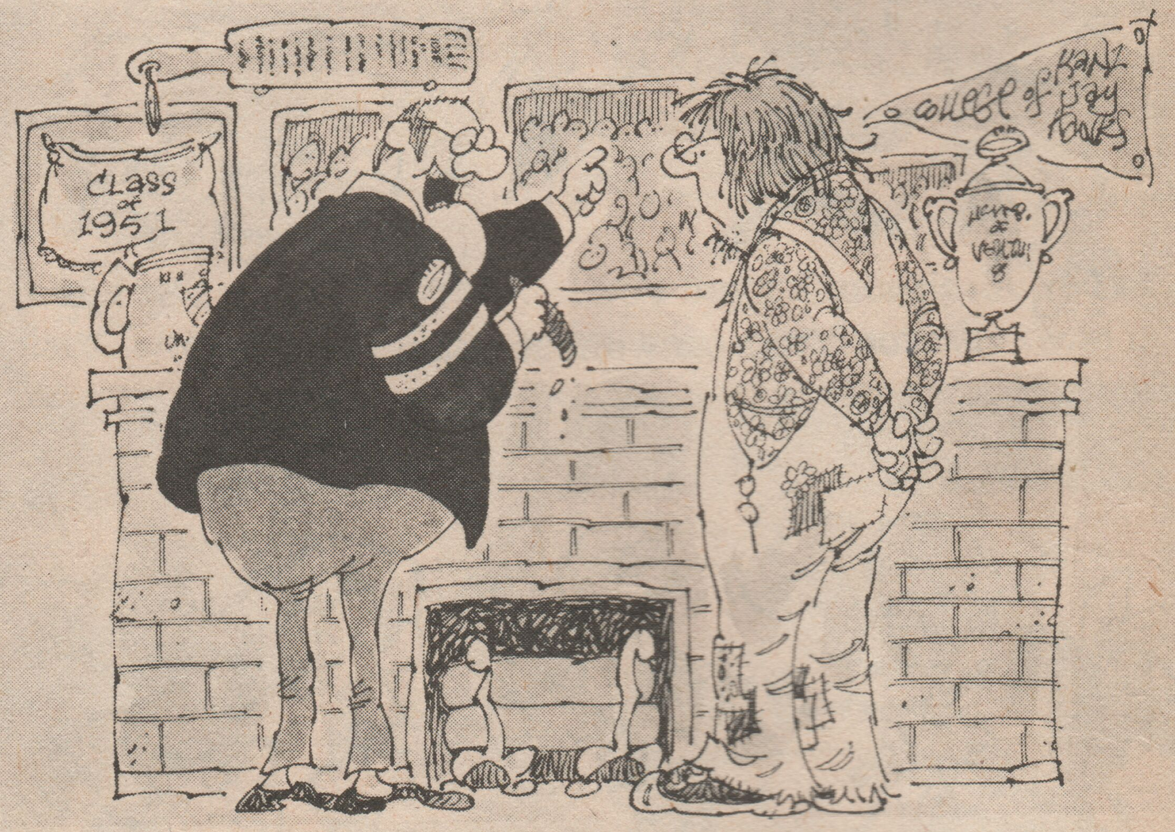
ARTIST: PAUL COKER, JR.

Parents Have A Hang-Up About . . .
SCHOOL INTEGRATION



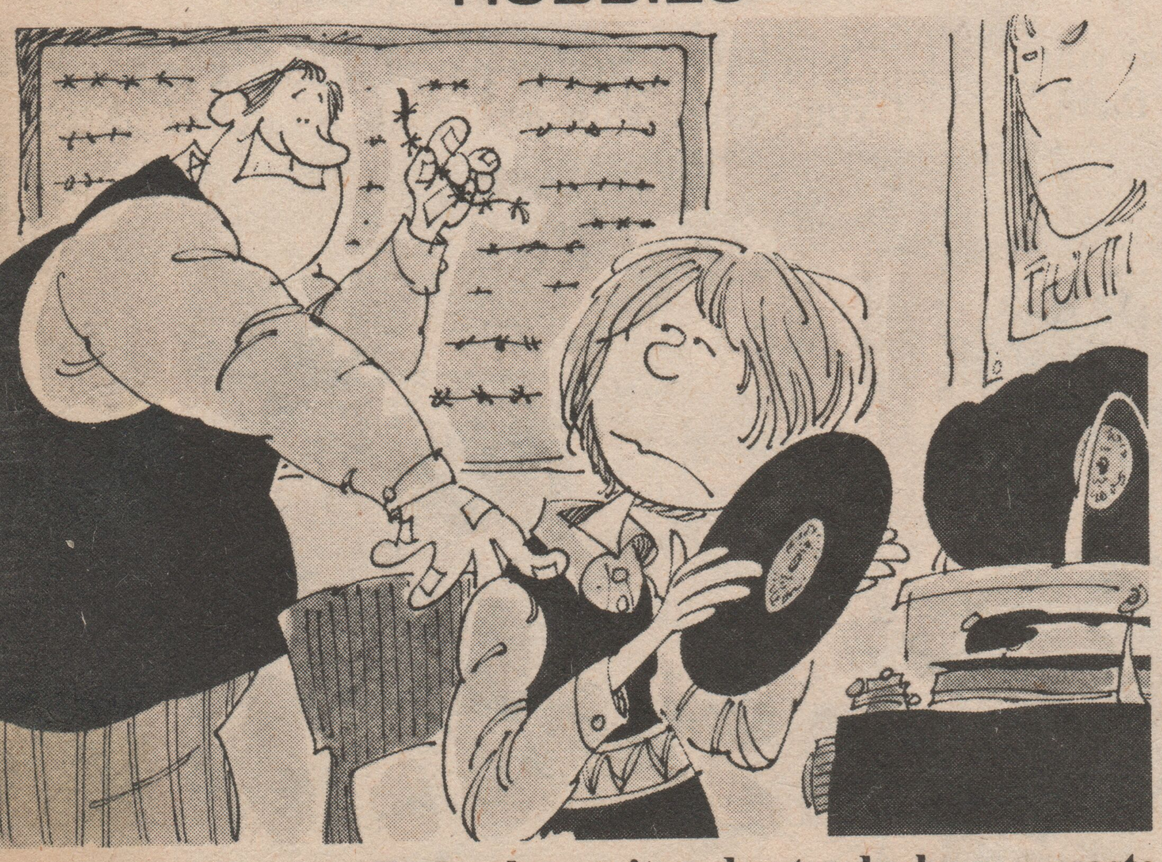
They encourage you to make friends with classmates from minority groups . . . but they don't mean really close friends, like the kind you might bring home.

Parents Have A Hang-Up About . . .
MAINTAINING TRADITIONS



Like, your Dad wants everything about your college days to be exactly like his . . . except that you should get better grades and a better job offer at graduation time.

Parents Have A Hang-Up About . . .
HOBBIES



Especially your Dad, who can't understand why you waste your time collecting David Bowie records when you could be sharing his interest in collecting rare barbed wire.

Parents Have A Hang-Up About . . .
RADIOS



They must always be played at low volume, and turned off completely by 11 P.M., except, of course, when the ball game Dad's listening to goes into extra innings.

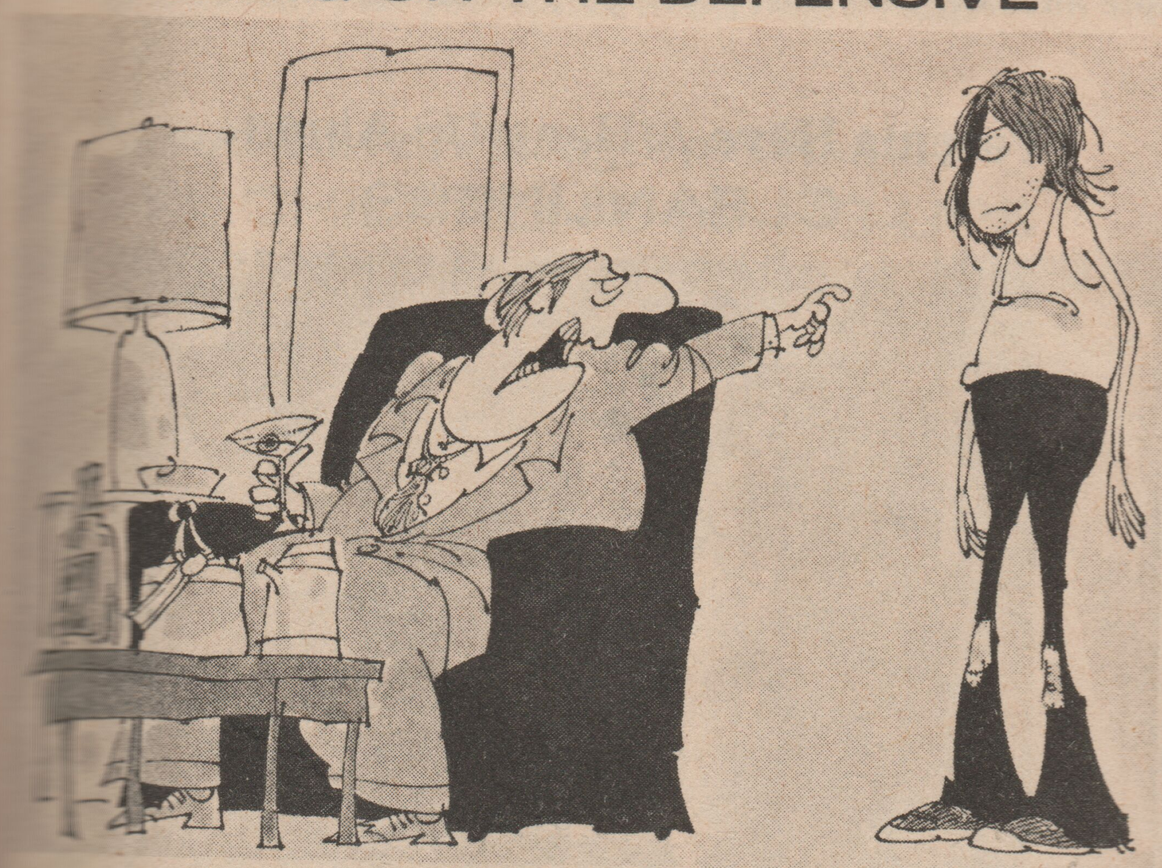
so badly. On the other hand, kids have never had even one Parent Psychology book to help them understand why Mom and Dad do all the kooky things they do. Until now, that is! Because that void is about to be filled with—

GUIDE TO HANG-UPS

WRITER: TOM KOCH



Parents Have A Hang-Up About... BEING ON THE DEFENSIVE



Which may explain why Dad starts pointing out all of your shortcomings every time you suggest that he should consider joining Alcoholics Anonymous.

Parents Have A Hang-Up About... THEIR MIXED EMOTIONS



Which is why, when you're late, your Mom worries herself sick thinking you've been hurt in an accident, and then threatens to kill you when she finds out you haven't been.

Parents Have A Hang-Up About... SELF-ASSERTION



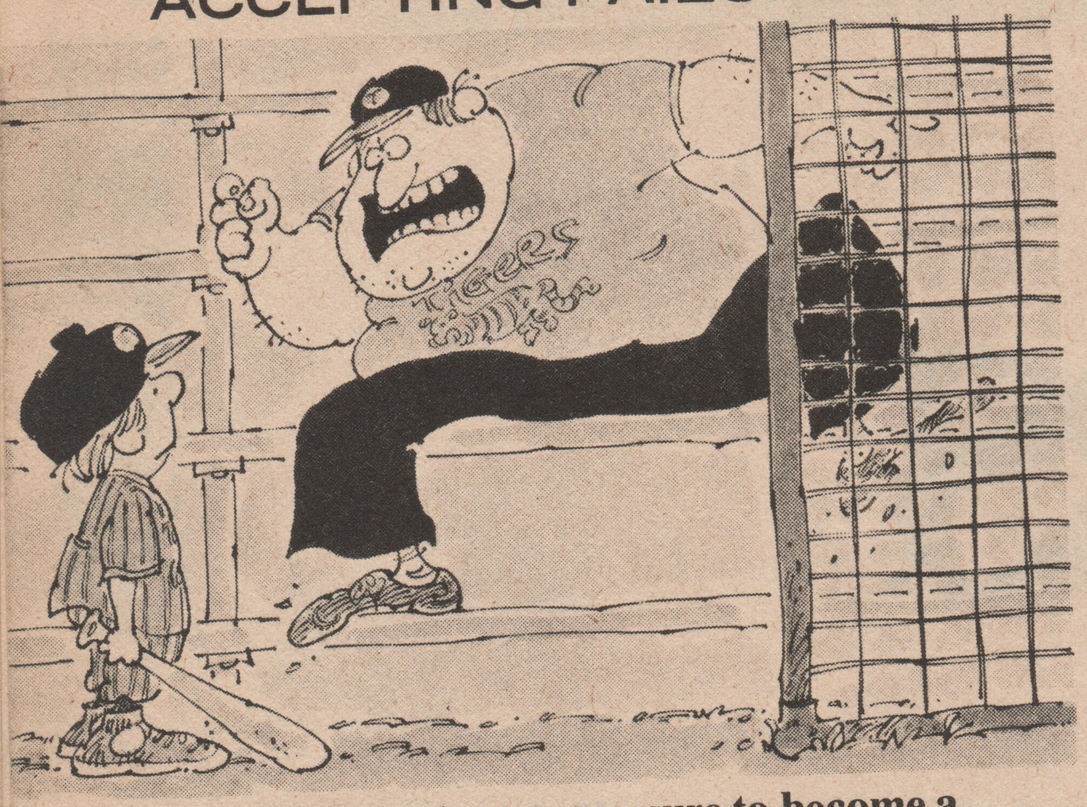
They think you should stand right up in school and tell your teacher to stop picking on you. "But, for heaven's sake, don't ever tell her who advised you to do that!"

Parents Have A Hang-Up About... PORCH LIGHTS



They can't seem to decide whether they're duty-bound to leave the light on and help you avoid being pawed, or turn it off and help you avoid being disappointed.

Parents Have A Hang-Up About...
ACCEPTING FAILURE



That's why you get more pressure to become a Little League star right after Dad suddenly realizes he's becoming a middle-aged nobody!

Parents Have A Hang-Up About...
WOMEN'S LIB



They don't mind if you want a career, just so you finish it quickly, land a desirable husband and start presenting them with Grandchildren.

Parents Have A Hang-Up About...
MAKING MATURE DECISIONS



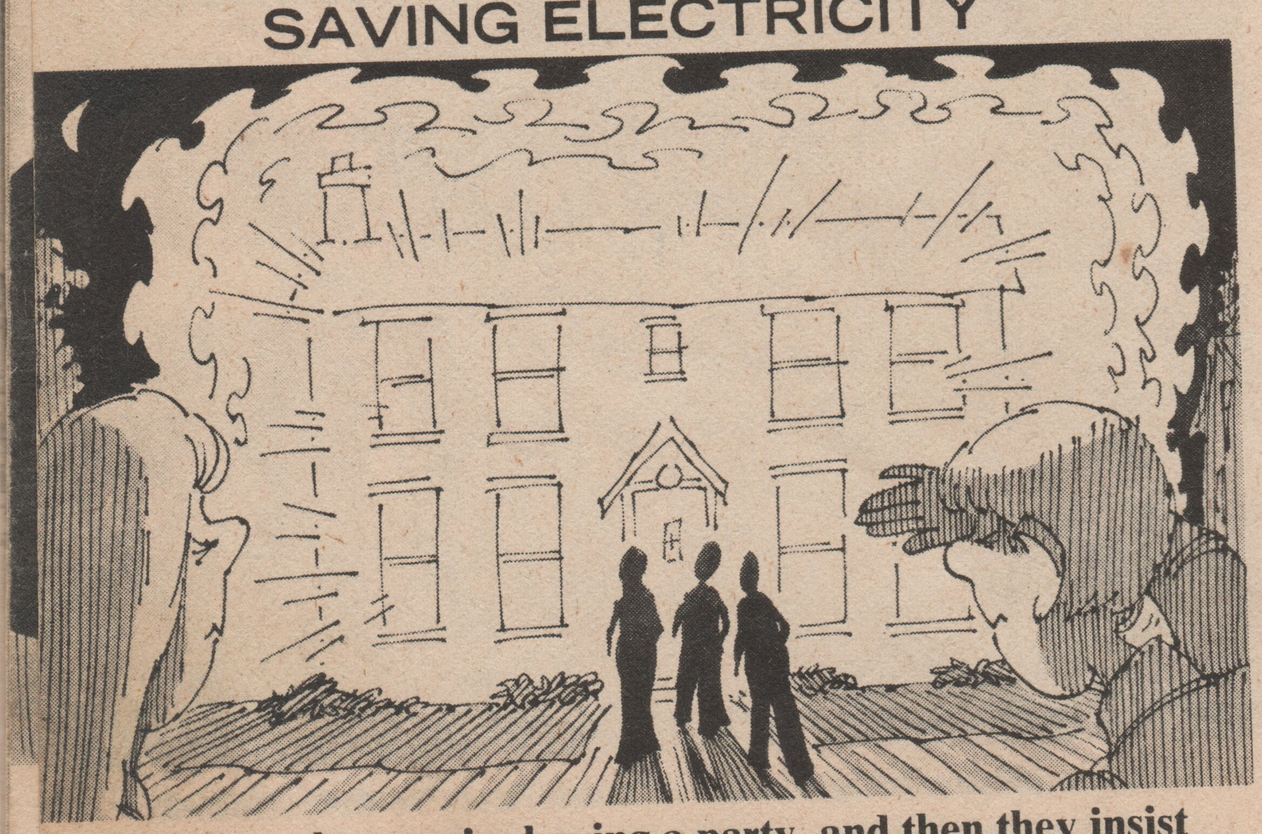
Which may help you to understand why your father weighs the merits of all the new cars, and then decides to buy a Buick—because that's the kind his Daddy always had.

Parents Have A Hang-Up About...
CLEANLINESS



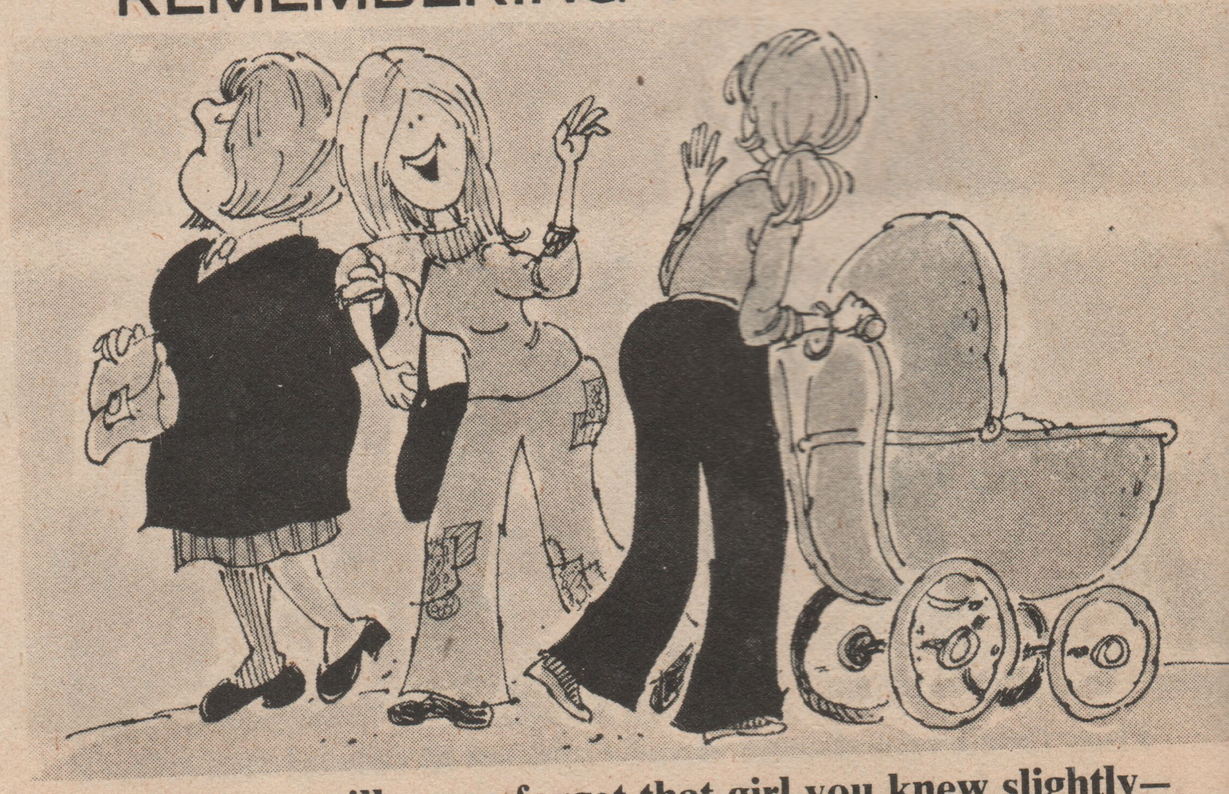
In fact, the only thing that upsets them more than a dirty child is a dirty child who gets the bathroom dirty while he's getting himself clean.

Parents Have A Hang-Up About...
SAVING ELECTRICITY



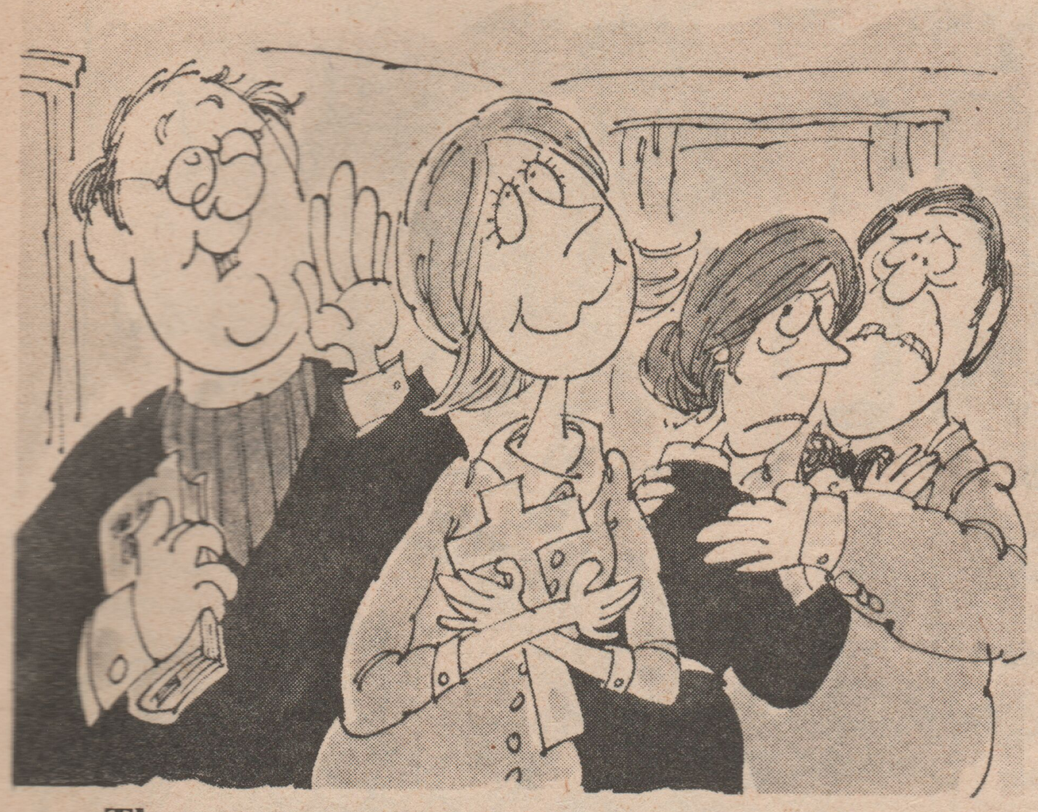
Except when you're having a party, and then they insist upon putting 200-watt bulbs in every lamp in the house.

Parents Have A Hang-Up About...
REMEMBERING YOUR FRIENDS



But Mom will never forget that girl you knew slightly—who had to drop out of school because she got pregnant.

Parents Have A Hang-Up About...
RELIGIOUS TRAINING



They want you to take it seriously . . . but not so seriously that you decide to become a Nun.

Parents Have A Hang-Up About...
SELF-SACRIFICE



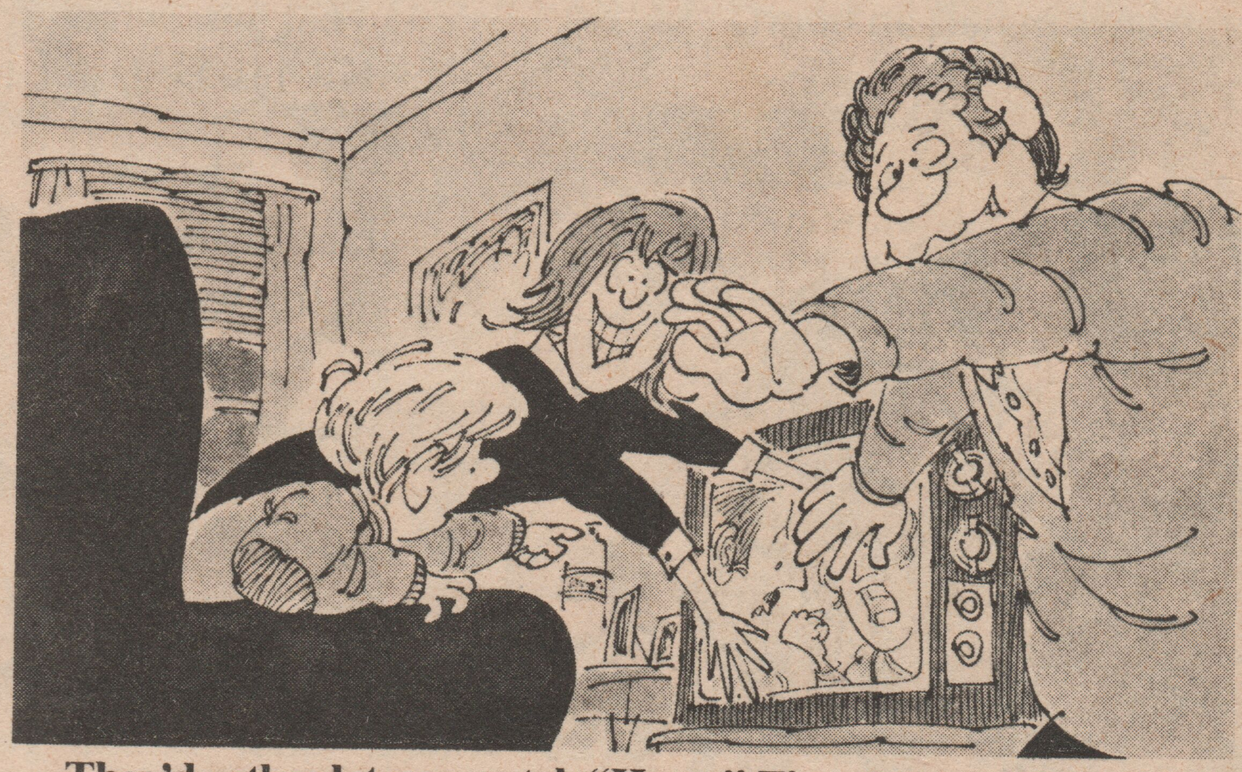
That's what compels your Dad to buy a brand new set of encyclopedias for you every time he buys a brand new set of golf clubs for himself.

Parents Have A Hang-Up About...
THEIR CHILDREN'S HANG-UPS



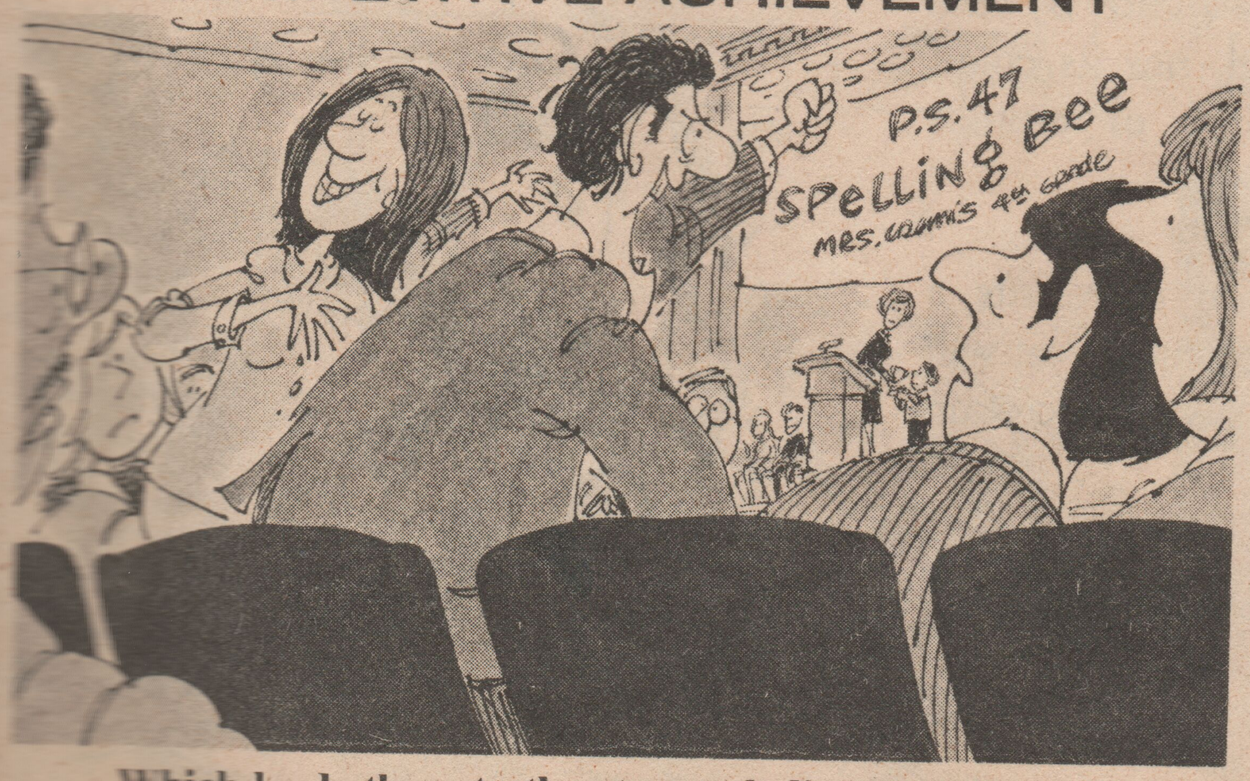
Especially a little kid's fear of the dark . . . since, as any fool knows, nothing can really hurt you except cholesterol, and the Teamsters Union.

Parents Have A Hang-Up About...
TELEVISION



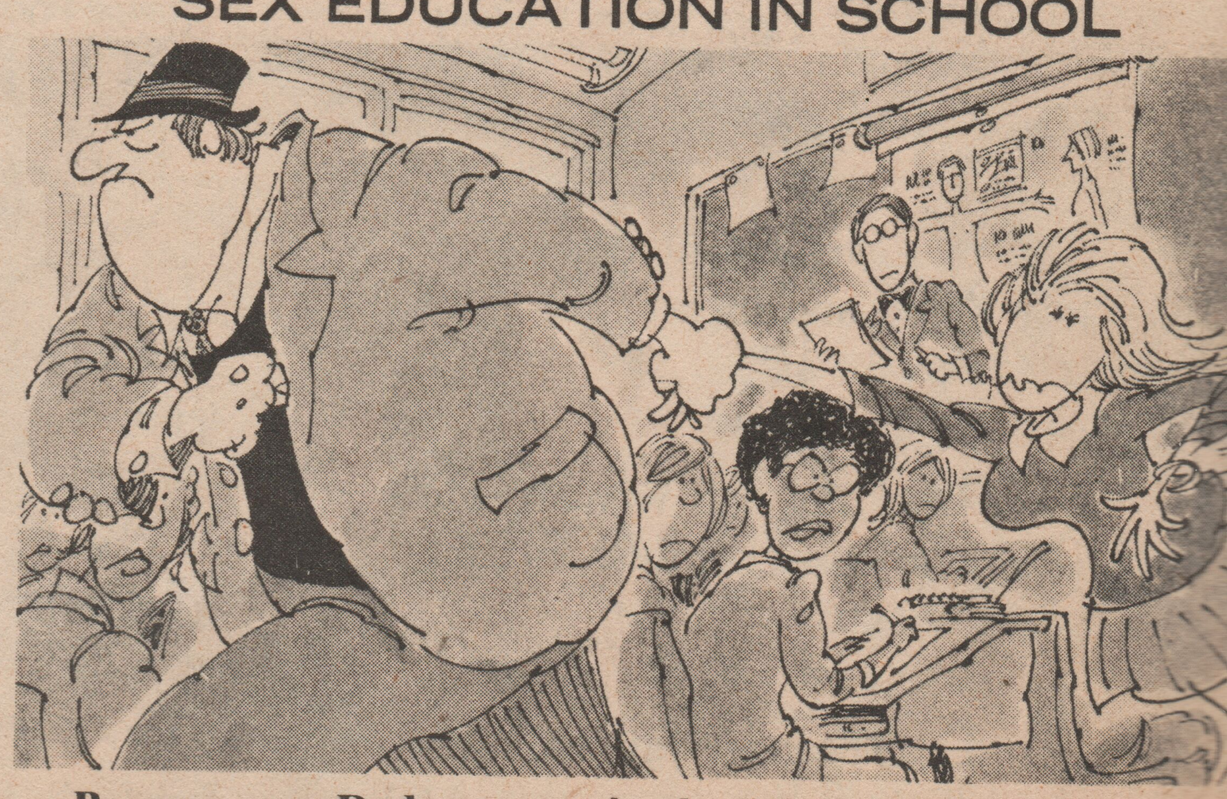
They'd rather let you watch "Hawaii Five-O" than "Maude" because they feel a lot more comfortable answering your childish questions about mass murder than about s–e–x!

Parents Have A Hang-Up About...
COMPETITIVE ACHIEVEMENT

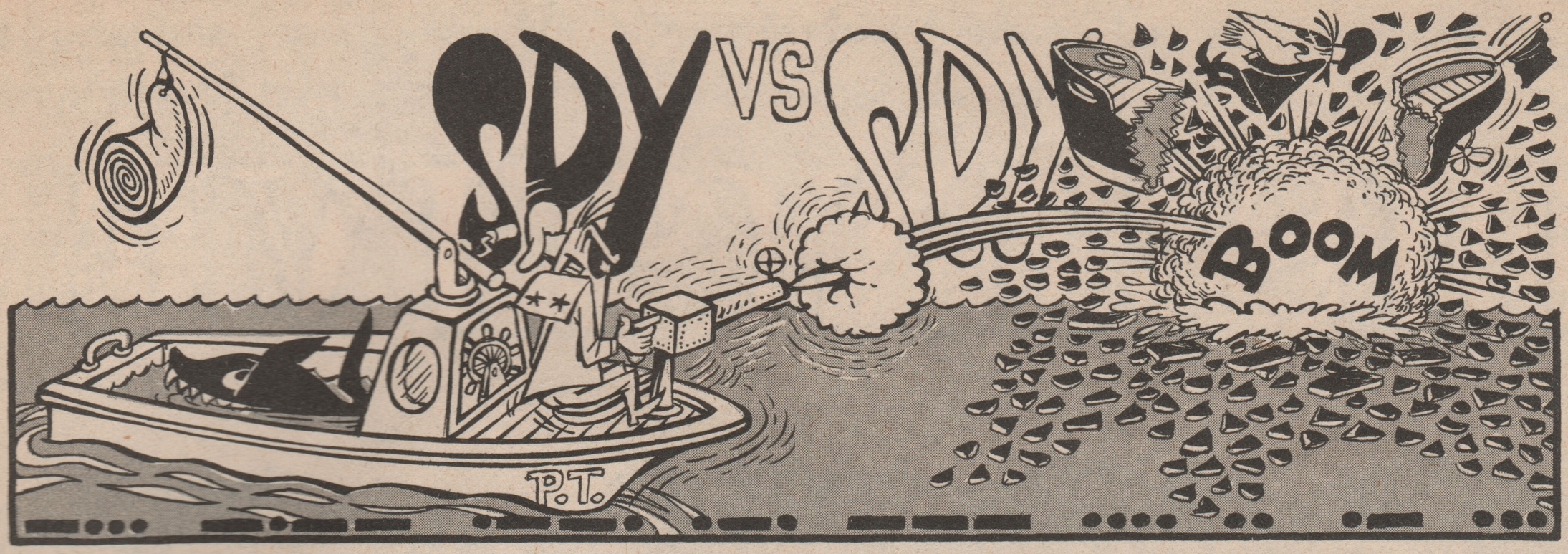


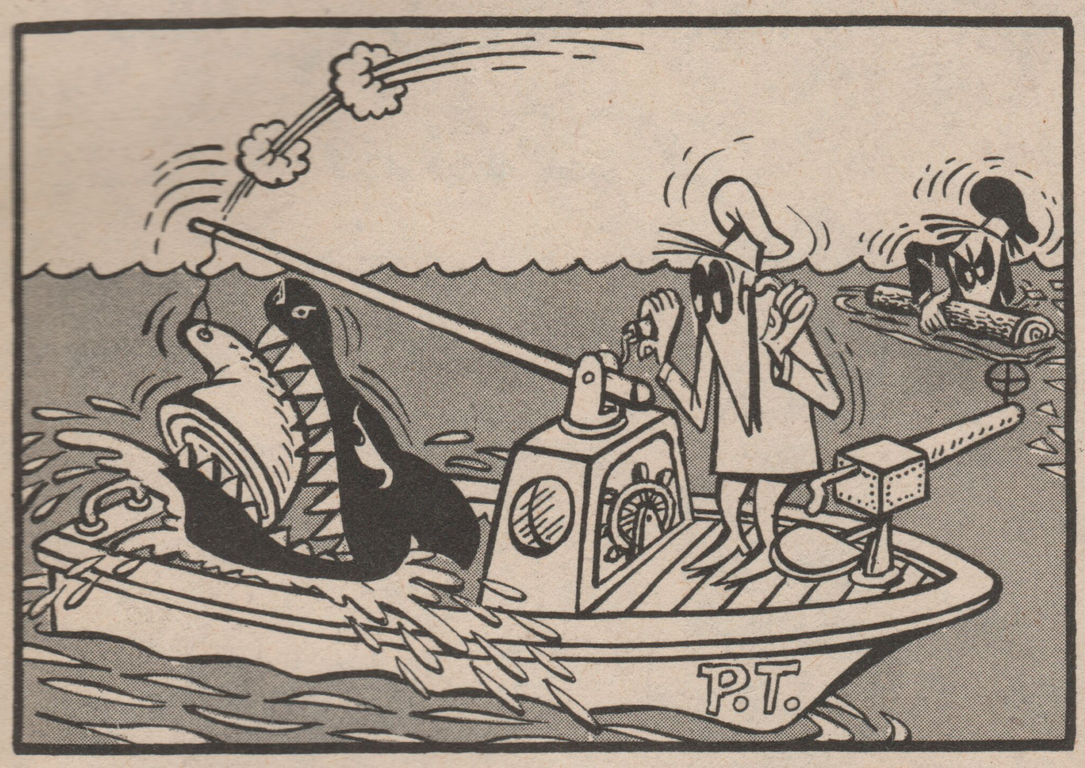
Which leads them to the strange belief that when you win, this somehow proves that they're superior parents.

Parents Have A Hang-Up About...
SEX EDUCATION IN SCHOOL

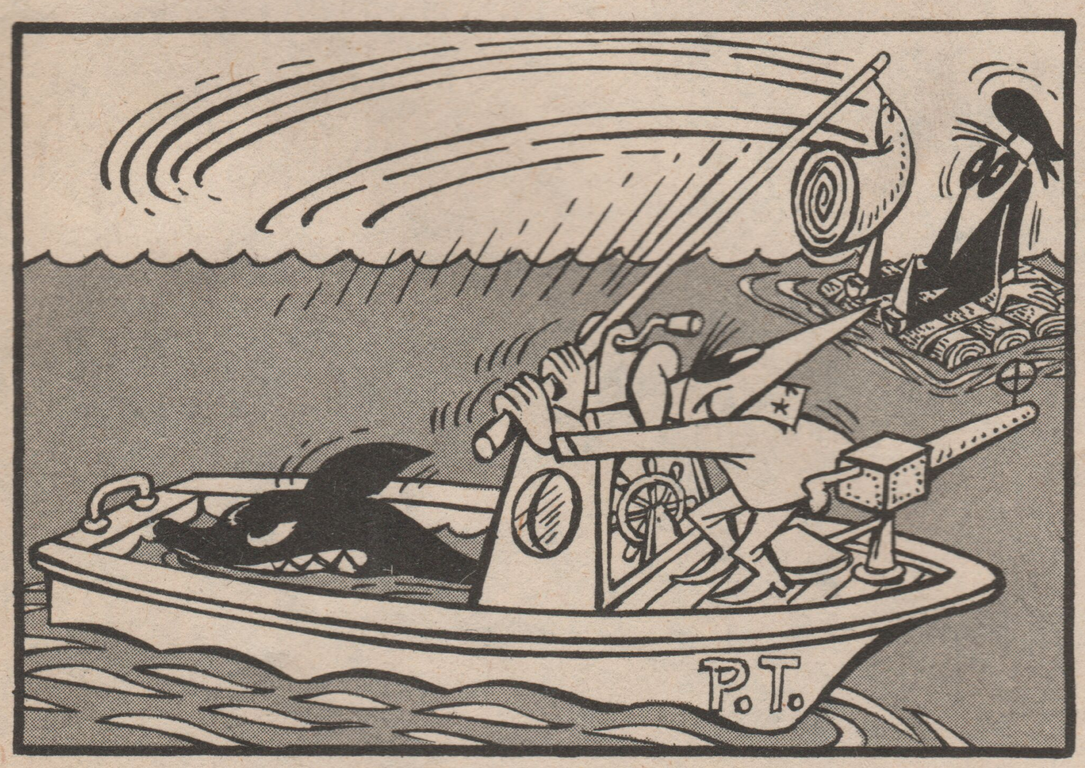


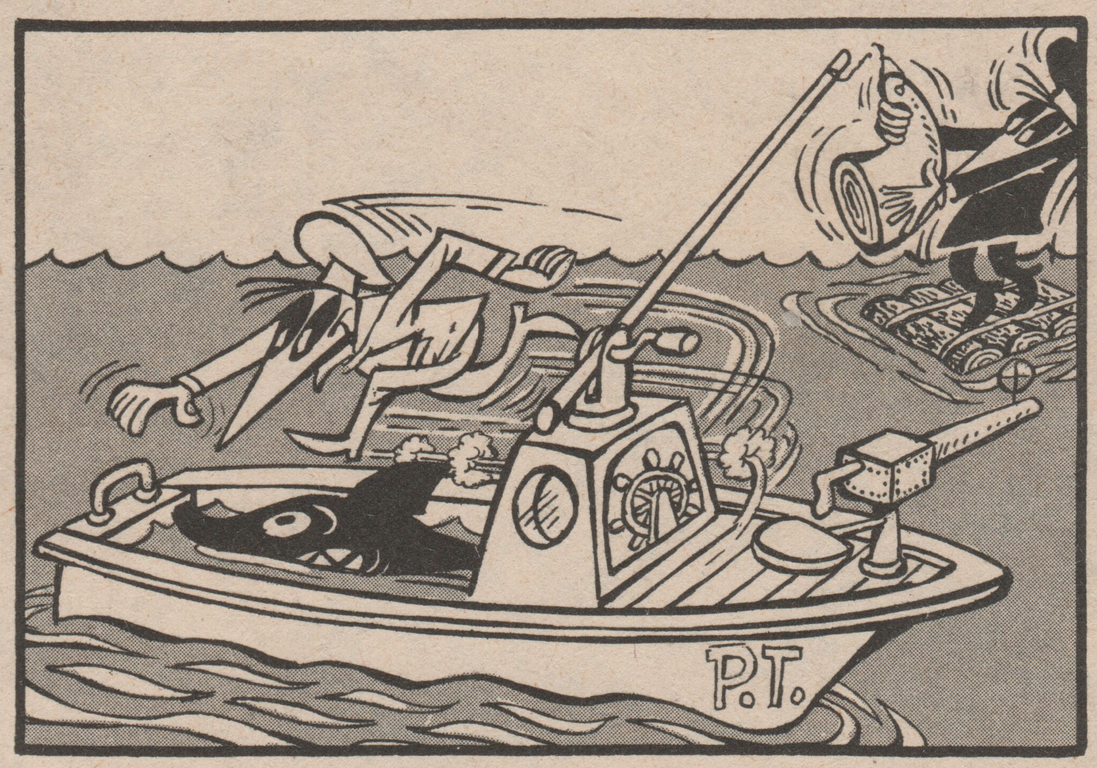
Because your Dad assumes that both he and your teacher got their information from reading the same dirty book.

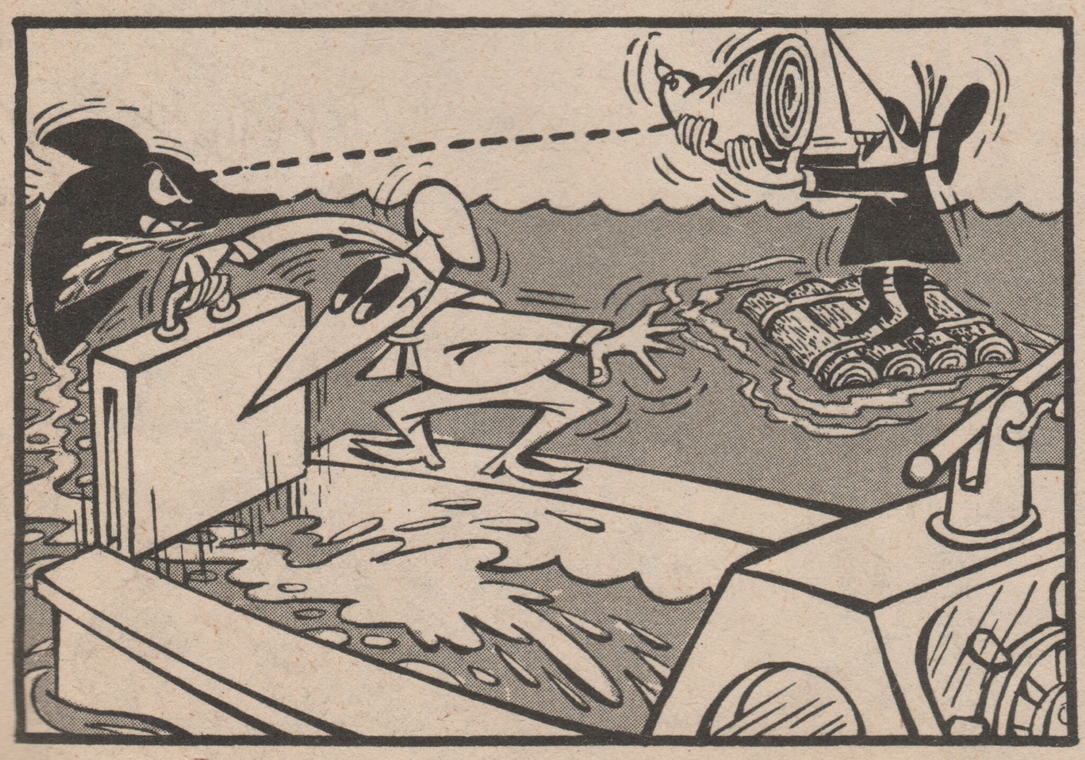

SPY
VS
SPY
BOOM
P.T.

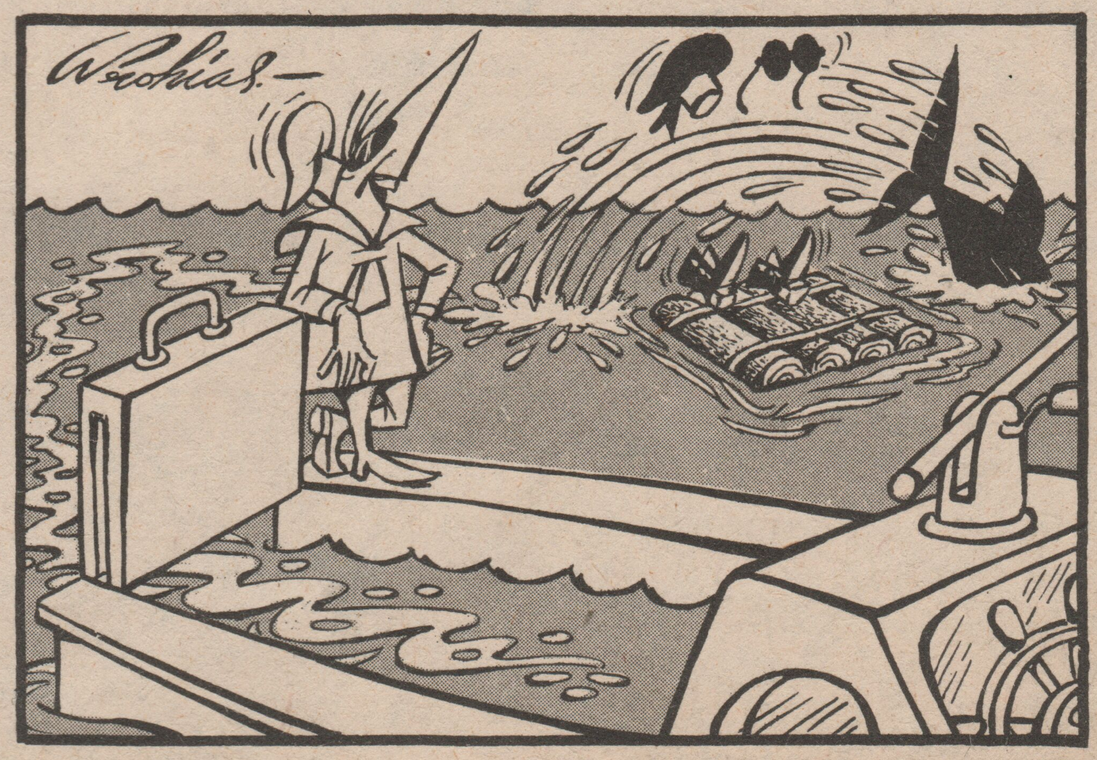

P.T.


P.T.


P.T.


P.T.




Arrohias.—



SHTICKS ON STONES DEPT.

Cemeteries are real downers, and they certainly aren't "fun" places to visit. But they *could* be if their tombstones and grave markers were jazzed up with

DISTINCTIVE M

ARTIST: BOB CLARKE



inscriptions that told about the poor departed people beneath them in cute, light, clever, humorous ways. Mainly, we'd like to see something like these

MAD EPITAPHS

WRITER: FRANK JACOBS

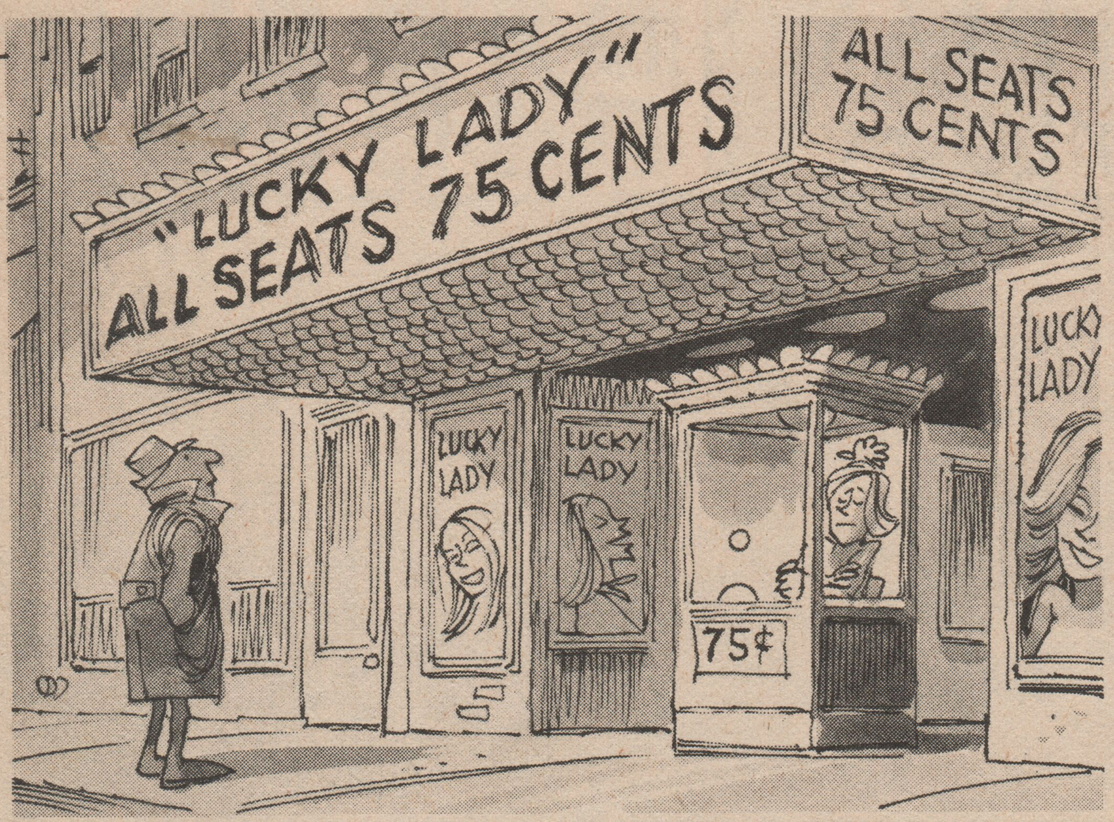




WE SHOULD LIVE SO LONG DEPT.

WE'D LIKE TO SEE

ARTIST: JACK DAVIS



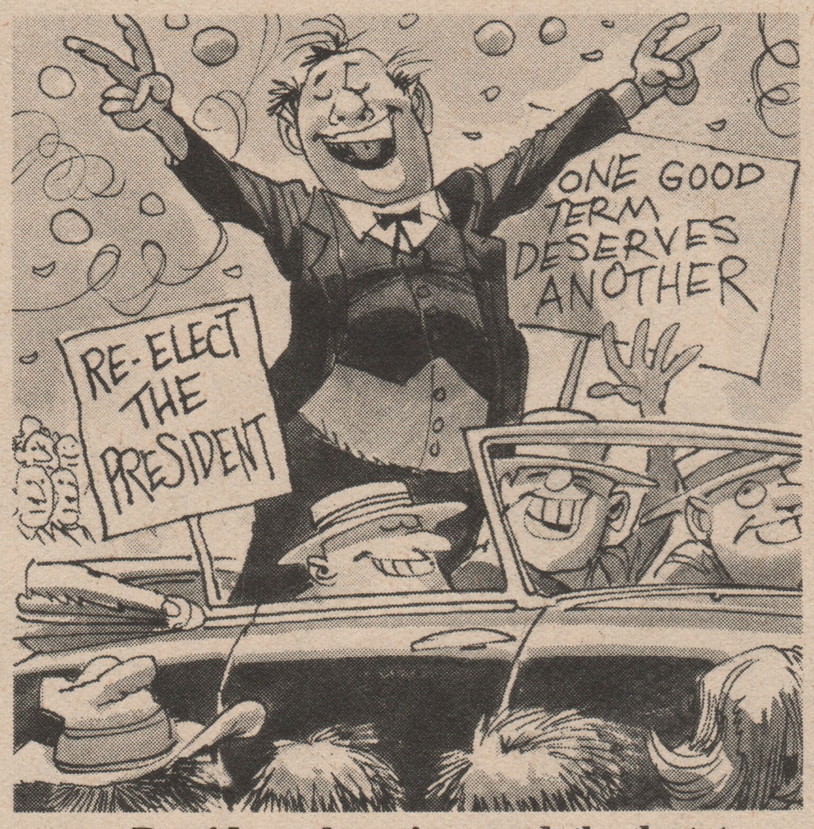
...theaters that raise prices when they show biggies like "The Godfather" cut prices when they show a bomb.



...those radicals who sneer at the Establishment make it on their own without food stamps, welfare or ripping off people.



...the money donated to charities goes to the charities instead of the fund-raisers.



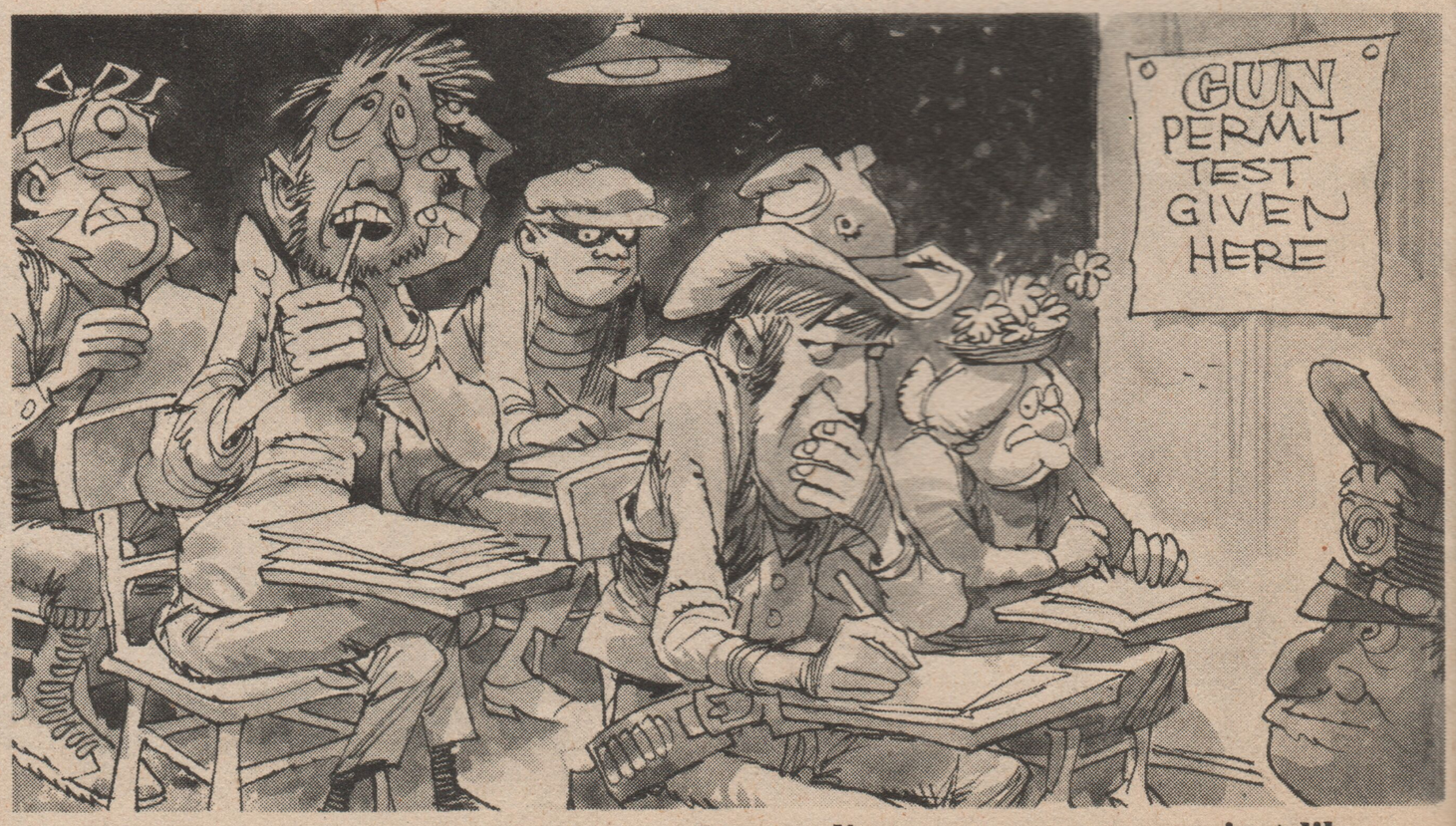
...a President doesn't spend the last two years of his term running for re-election.



...a Club Owner fires all 25 players and keeps the Manager.



...it's illegal for relatives of any politician to be on government payrolls.

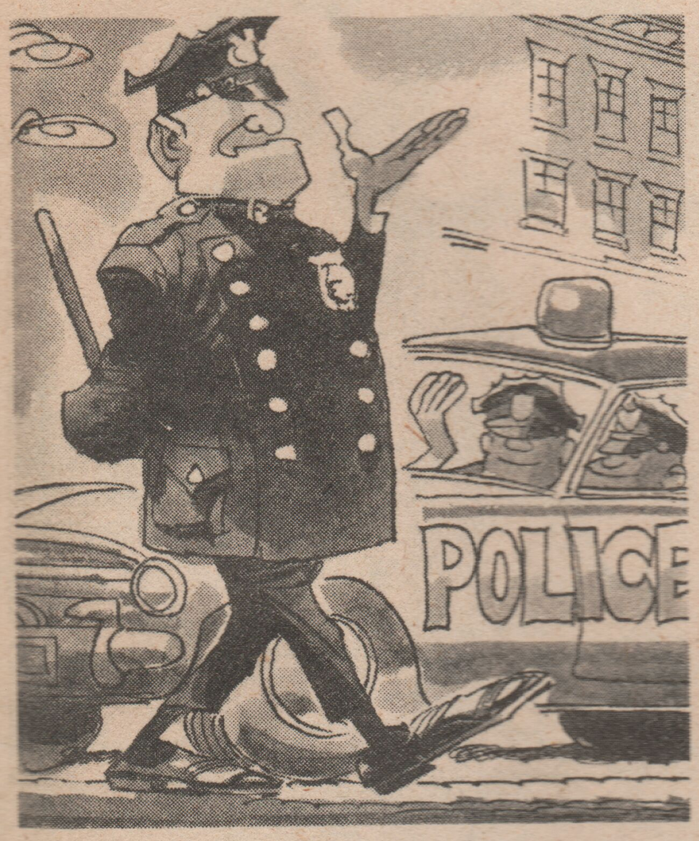


...a person has to pass a test and get a license to own a gun just like he does to drive a car or get married or any other dangerous undertaking.



THE DAY WHEN...

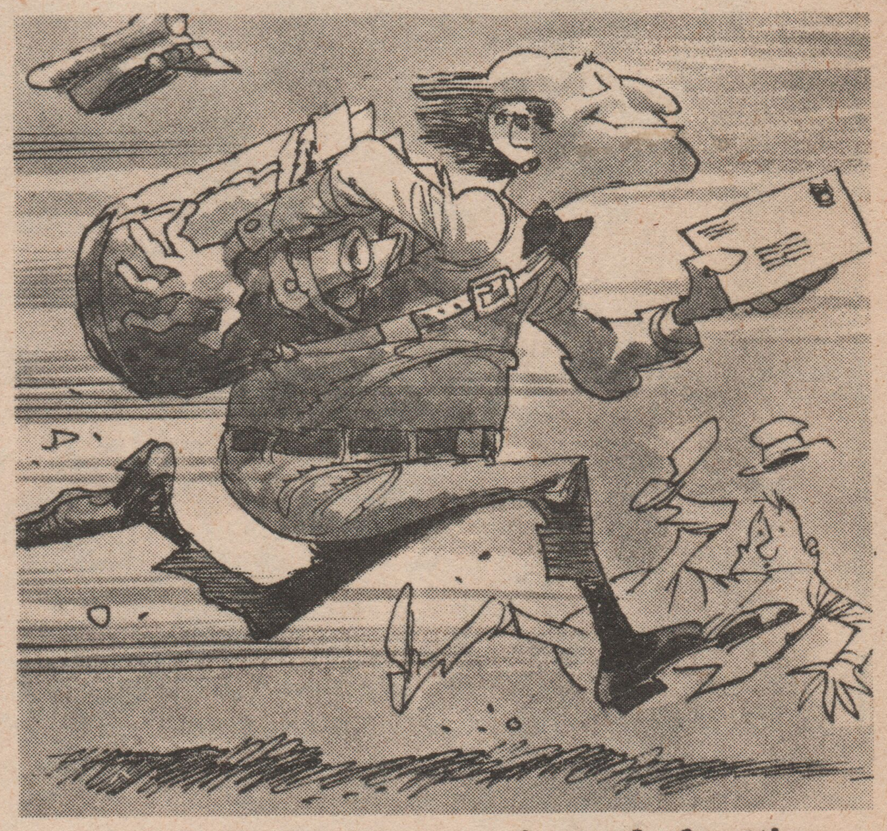
WRITE: LOU SILVERSTONE



...there are as many cops on our streets as there are on our TV's.



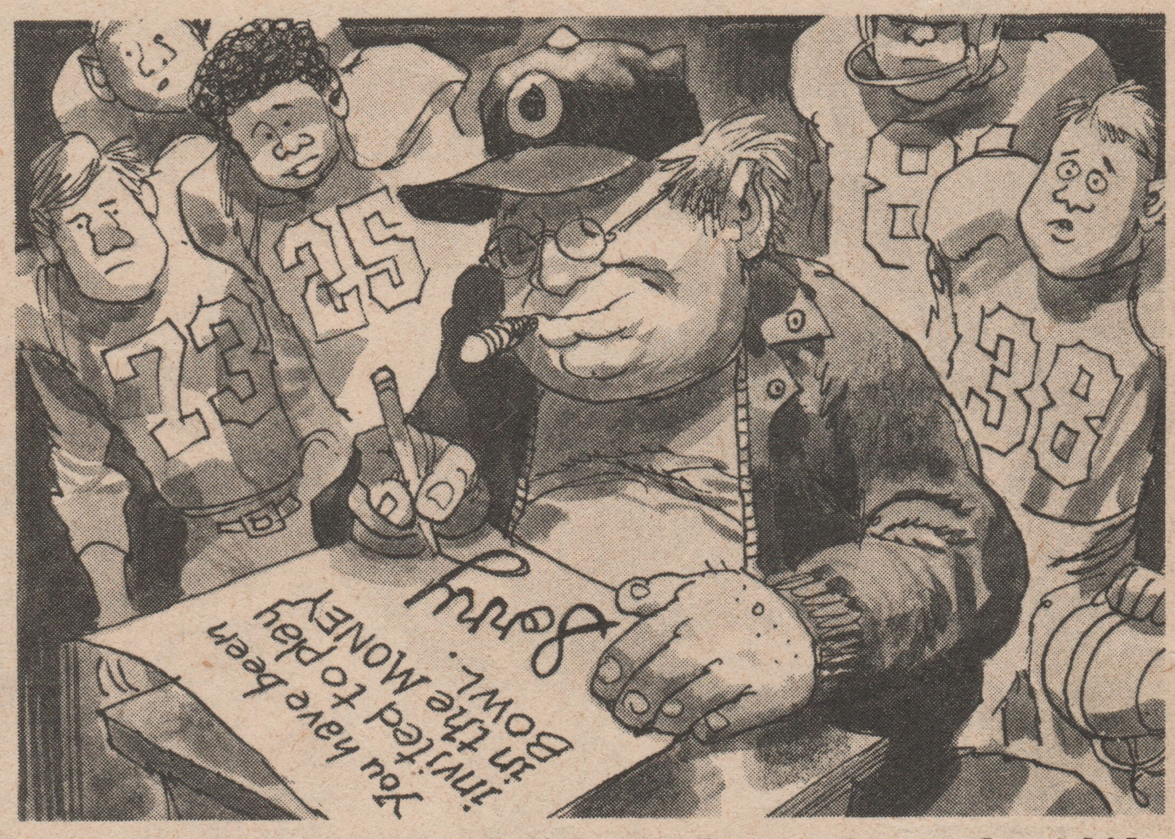
...politicians who break the law are treated like any other crooks.



...mail service improves instead of getting worse every time they raise postage rates.



...the head of a municipal union announces that his men will take a cut in pay to help a city that's going broke.



...the coach of a "football factory" turns down a bowl bid because his players have already missed too many classes.



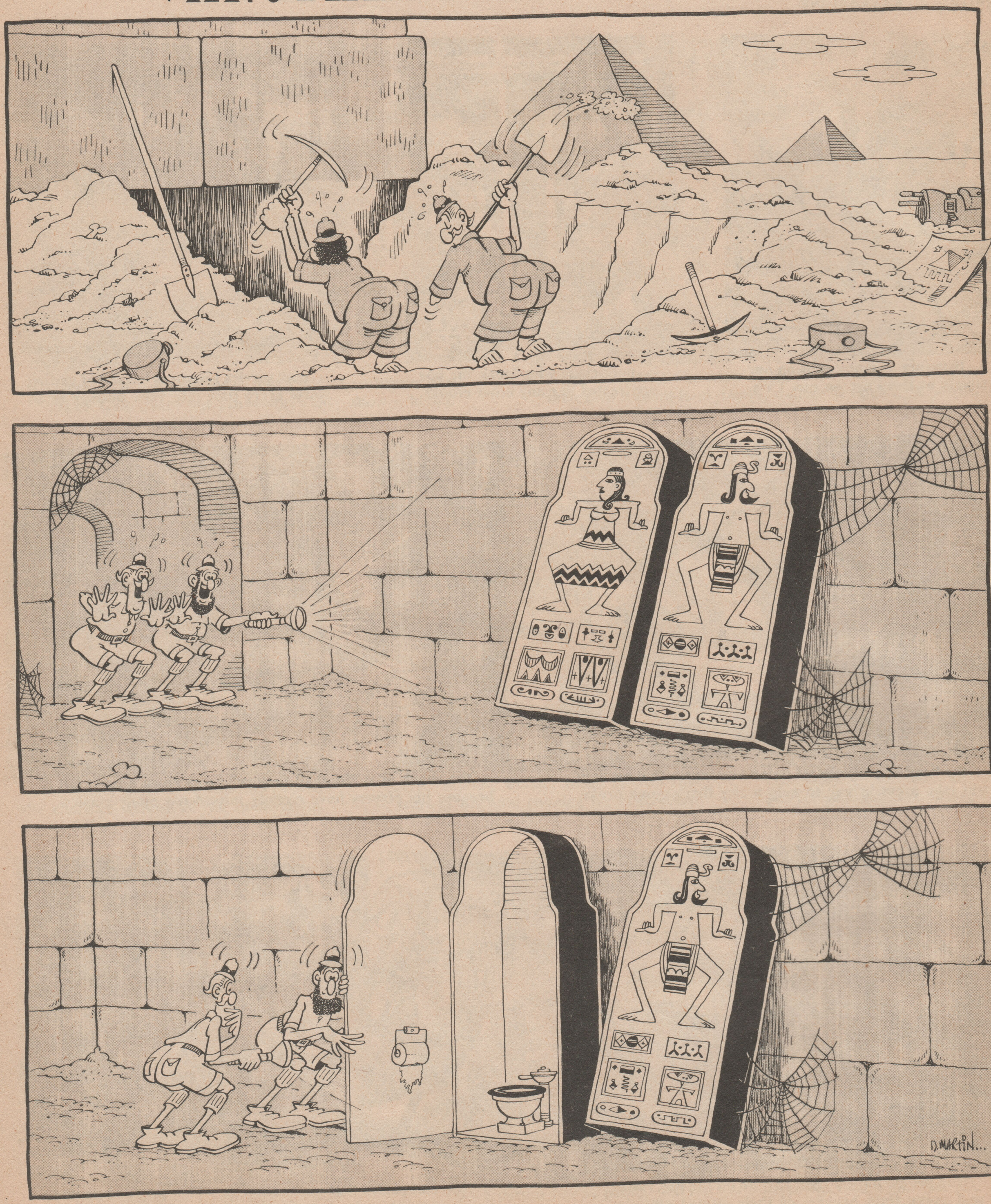
...the people have a right to vote on the pay raises and gravy train benefits of their elected officials.



...the companies that make millions selling pet food donate some of that bread to help feed and shelter homeless animals.

DON MARTIN DEPT. PART II

ANOTHER DAY IN EGYPT



WHAT REMARKABLE MAGIC TRICK WILL THE EAST BE LOOKING FOR THIS FALL!

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

In the old days, the mysterious East was the place where fantastic magic tricks took place. But this Fall, the East of today will be looking for a feat of magic that is more "miracle" than "trick". To find out what this stupendous piece of legerdemain will be, fold in the page as shown at the right...



FOLD PAGE OVER LIKE THIS!

A▶ FOLD THIS SECTION OVER LEFT ◀B FOLD BACK SO "A" MEETS "B"

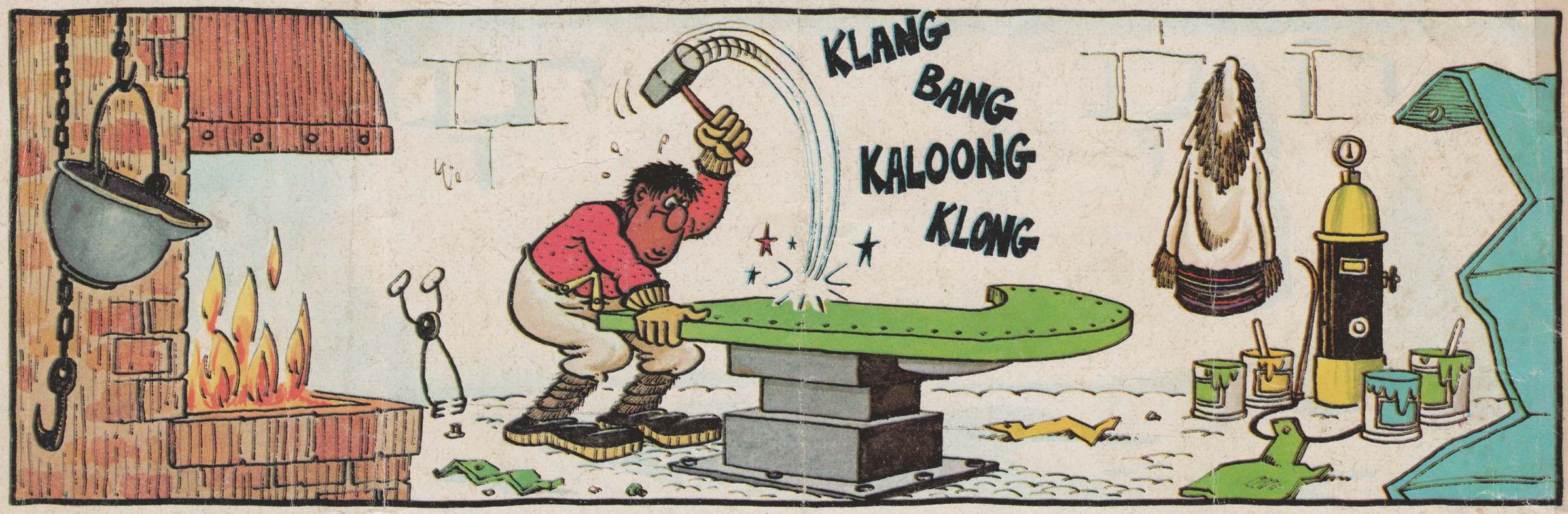


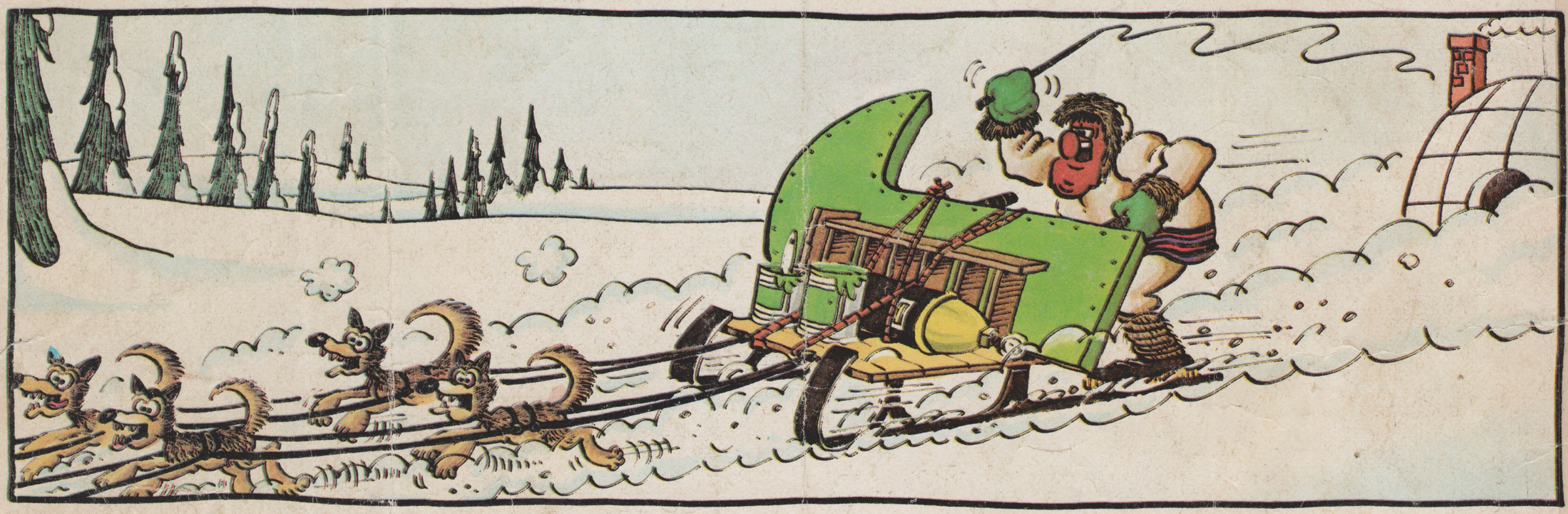
TURBANED EASTERN MAGICIANS CREATE STUNNING MIND-BOGGLING ILLUSIONS. INGENIOUS GADGETS BAFFLE AUDIENCES THAT ARE EASY TO TRICK INTO GIVING THE MAGICIAN THE REACTION HE WANTS

ARTIST & WRITER:
AL JAFFEE

A▶ ◀B

ONE DAY IN ALASKA







ARTIST: DON MARTIN

WRITER: DON EDWING